

CLAIM AMENDMENTS

1 1. (Currently amended) An apparatus for delivering messages to a message
2 recipient, comprising:

3 a gateway component that provides an identifier of a service provider to a sender
4 of the message through employment of a user address associated with a recipient of
5 the message, wherein the identifier is a logo associated with the service provider, and
6 wherein the user address comprises a directory number and a Universal Resource
7 Indicator (URI).

1 2. (Previously presented) The apparatus of claim 1, wherein the service
2 provider is associated with the recipient of the message, and wherein the gateway
3 component determines the identifier of the service provider associated with the recipient
4 of the message through employment of the user address associated with the recipient.

1 3. (Previously presented) The apparatus of claim 2, wherein the gateway
2 component determines an indication of a text-delivery network associated with the
3 service provider, and wherein the gateway component provides the indication of the
4 text-delivery network to the sender.

1 4. (Previously presented) The apparatus of claim 3, wherein the indication of
2 the text-delivery network comprises a Universal Resource Locator (URL) associated
3 with the text-delivery network, and wherein the gateway component provides the
4 Universal Resource Locator to the sender to allow for an initiation of the message by
5 the sender.

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1 5. (Previously presented) An apparatus, comprising:

2 a gateway component that provides an identifier of a service provider to a sender
3 of a message through employment of a user address associated with a recipient of the
4 message;

5 wherein the service provider is associated with the recipient of the message, and
6 wherein the gateway component determines the identifier of the service provider
7 associated with the recipient of the message through employment of the user address
8 associated with the recipient; and

9 wherein the gateway component determines an indication of a text-delivery
10 network associated with the service provider, and wherein the gateway component
11 provides the indication of the text-delivery network to the sender; and

12 wherein the indication of the text-delivery network comprises an indication of a
13 first web portal associated with the text-delivery network; and

14 wherein the gateway component establishes a second web portal with the
15 sender; and

16 wherein the web portal allows for an initiation of the message by the sender
17 through employment of the second web portal; and

18 wherein the gateway component employs the indication of the first web portal to
19 redirect the first web portal to the second web portal.

1 6. (Withdrawn) The apparatus of claim 1, wherein the gateway component
2 determines an indication of a text-delivery network associated with the service provider,
3 wherein the gateway component prompts the sender for the message;

4 wherein the gateway component communicates with the text-delivery network to
5 provide for delivery of the message to the recipient.

1 7. (Withdrawn) The apparatus of claim 6, wherein the gateway component
2 sends an email to the text-delivery network.

1 8. (Withdrawn) The apparatus of claim 6, wherein the gateway component
2 sends a short message to the text-delivery network.

1 9. (Withdrawn) The apparatus of claim 6, wherein the text-delivery network
2 comprises a cellular network, wherein the gateway component communicates with the
3 text-delivery network through employment of a cellular networking protocol.

1 10. (Withdrawn) The apparatus of claim 9, wherein the cellular networking
2 protocol comprises the American International Standards Institute-41 (ANSI-41)
3 protocol, wherein the gateway component employs the American International
4 Standards Institute-41 protocol to provide for delivery of the message on the cellular
5 network.

1 11. (Withdrawn) The apparatus of claim 9, wherein the cellular networking
2 protocol comprises the Global System for Mobile Communications ("GSM") Mobile
3 Application Part ("MAP") protocol, wherein the gateway component employs the Global
4 System for Mobile Communications Mobile Application Part protocol to provide for
5 delivery of the message on the cellular network.

1 12. (Withdrawn) The apparatus of claim 6, wherein the text-delivery network
2 comprises a landline network, wherein the gateway component communicates with the
3 text-delivery network through employment of a landline protocol.

1 13. (Withdrawn) The apparatus of claim 12, wherein the landline protocol
2 comprises the Session Initiation Protocol ("SIP"), wherein the gateway component
3 employs the Session Initiation Protocol to provide for delivery of the message on the
4 landline network.

1 14. (Withdrawn) The apparatus of claim 1, wherein the gateway component
2 provides an Internet interface that is employable by the sender of the message to
3 provide for an initiation of the message;
4 wherein the gateway component employs the Internet interface to receive the
5 user address from the sender of the message.

1 15. (Withdrawn) The apparatus of claim 14, wherein the service provider
2 comprises a cellular service provider associated with the recipient, wherein the gateway
3 component provides a cellular networking interface that provides for a delivery of the
4 message to the recipient.

1 16. (Withdrawn) The apparatus of claim 1, wherein a plurality of identifiers
2 comprises the identifier, wherein a plurality of service providers comprises the service
3 provider, wherein a plurality of user addresses comprise the user address, the
4 apparatus further comprising:

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5 a database component; and

6 a server component;

7 wherein the database component and the server component cooperate to
8 provide the identifier of the service provider of the plurality of identifiers associated with
9 the plurality of service providers to the sender of the message.

1 17. (Withdrawn) The apparatus of claim 16, wherein the database component
2 obtains the plurality of service providers associated with the plurality of user addresses
3 from a Local Exchange Routing Guide (LERG).

1 18. (Withdrawn) The apparatus of claim 16, wherein the database component
2 associates the plurality of service providers with a plurality of text-delivery networks.

1 19. (Withdrawn) The apparatus of claim 16, wherein the server component
2 provides an internet interface that is employable by the sender of the message to
3 provide the user address associated with the recipient;

4 wherein the server component communicates with the database component to
5 obtain the identifier of the service provider based on the user address.

1 20. (Withdrawn) The apparatus of claim 1, wherein the user address
2 comprises a ported user address, wherein the gateway component obtains a Location
3 Routing Number (LRN) associated with the ported user address;

4 wherein the gateway component provides the identifier of the service provider to
5 the sender of the message through employment of the Location Routing Number.

1 21. (Withdrawn) A method, comprising the step of:
2 providing an identifier of a service provider to a sender of a message through
3 employment of a user address associated with a recipient of the message.

1 22. (Withdrawn) The method of claim 21, wherein the user address comprises
2 a ported user address, wherein the step of providing the identifier of the service provider
3 to the sender of the message through employment of the user address associated with
4 the recipient of the message comprises the steps of:

5 obtaining a Location Routing Number (LRN) associated with the ported user
6 address; and
7 providing the identifier of the service provider associated with the Location
8 Routing Number.

1 23. (Withdrawn) The method of claim 21, wherein the step of providing the
2 identifier of the service provider to the sender of the message through employment the
3 user address associated with the recipient of the message comprises the steps of:
4 determining a text-delivery network associated with the service provider; and
5 providing an indication of the text-delivery network to the sender to allow for
6 initiation of the message by the sender.

1 24. (Withdrawn) An article, comprising:
2 one or more computer-readable signal-bearing media; and

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3 means in the one or more media for providing an identifier associated with a
4 service provider to a sender of a message through employment of a user address
5 associated with a recipient of the message.

1 25. (Previously presented) The apparatus of claim 5, wherein the indication of
2 the text-delivery network comprises a Universal Resource Locator (URL) associated
3 with the text-delivery network, and wherein the gateway component provides the
4 Universal Resource Locator to the sender to allow for an initiation of the message by
5 the sender.

1 26. (New) The apparatus of claim 5, wherein the identifier comprises a logo
2 associated with the service provider.

1 27. (New) The apparatus of claim 5, wherein the identifier comprises a web
2 page associated with the service provider.

1 28. (New) The apparatus of claim 5, wherein the identifier comprises a text
2 description associated with the service provider.

1 29. (New) The apparatus of claim 5, wherein the user address comprises a
2 directory number.

1 30. (New) The apparatus of claim 5, wherein the user address comprises a
2 Universal Resource Indicator (URI).

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- 1 31. (New) The apparatus of claim 5, wherein the user address comprises a
- 2 directory number and a Universal Resource Indicator (URI).

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